SPORTS STARS reach great heights

Mafikeng alumnus is SUCCESSFUL wine farmer

Vice-Chancellor LEADS internationally
Index

Editorial
4 All deserving candidates should be able to study
5 Alumni have their say
6 Message from the Vice-Chancellor
7 This is what the NWU looks like today

Articles
8 Vice-Chancellor holds the reins internationally
9 Alumni party till the cows come home
10 Mafikeng rolls out the red carpet
12 Sustainability is the new buzz word

Front page
Stephan Steyn of the Karate Club on the Potchefstroom Campus avoids team member Arno van Tonder’s jab. Read more about the Karate Club’s achievements on p35.
<table>
<thead>
<tr>
<th>Articles</th>
<th>Articles</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>Mafikeng Campus</td>
</tr>
<tr>
<td>14</td>
<td>Rector acknowledged</td>
</tr>
<tr>
<td>16</td>
<td>Campus news</td>
</tr>
<tr>
<td>17</td>
<td>Profile: He helps people to create their future</td>
</tr>
<tr>
<td>18</td>
<td>Profile: He speaks for the voiceless</td>
</tr>
<tr>
<td>19</td>
<td>Threatened ground hornbill's days may be numbered</td>
</tr>
<tr>
<td>20</td>
<td>Convocation - the lifeline between the University and its alumni</td>
</tr>
<tr>
<td>21</td>
<td>Surrounded by nature</td>
</tr>
<tr>
<td>22</td>
<td>Profile: News from the grapevine</td>
</tr>
<tr>
<td>24</td>
<td>Profile: She is the master of media monitoring</td>
</tr>
<tr>
<td>26</td>
<td>Science Centre to boost Education</td>
</tr>
<tr>
<td>27</td>
<td>Profile: Chief economist knows where money comes from</td>
</tr>
<tr>
<td>28</td>
<td>Follow the alumni tracks</td>
</tr>
<tr>
<td>29</td>
<td>A story ‘tail’ to believe</td>
</tr>
<tr>
<td>30</td>
<td>Preparation of students takes precedence</td>
</tr>
<tr>
<td>32</td>
<td>NWU banner raised high at Comrades 2010</td>
</tr>
<tr>
<td>33</td>
<td>Spanish ambiance still lingers in the air</td>
</tr>
<tr>
<td>34</td>
<td>Sports stars shine brightly</td>
</tr>
</tbody>
</table>
They say that the Al-Azhar University in Cairo, Egypt was the first university in the world,* and was established at more or less the same time as the city of Cairo, namely in 969 AD.

It is probably not wrong to assume that only a handful of privileged people were permitted to cross this ancient threshold at that time.

For many ages university studies were reserved for only a selected, elite group – quite probably men from the higher classes of society.

Luckily, things have changed.

Now more accessible

Today, students in most countries are admitted to higher education on the basis of their abilities, regardless of race, gender or station.

Dr Theuns Eloff, Vice-Chancellor of the NWU and Chairperson of the Association of Commonwealth Universities, indicates in the article on p8 that access to higher education – together with quality and funding – is the focus point in higher-education circles across the world.

In South Africa too, universities are introducing various measures to make higher education more accessible.

Distance teaching

In his message on p6 Dr Theuns writes that the NWU’s distance teaching programmes are in fact such an attempt to improve the low participation rate in higher education in South Africa.

To those whose circumstances do not allow them to study via full-time contact tuition on a campus, distance teaching offers a good solution.

Another thing that can make university studies more accessible to prospective students is the so-called ‘preparation college’ that the NWU is considering. Read more about this in the article on pp30 and 31.

Assistance to those who are struggling

However, it is of no use for a university to make tuition more accessible and then rest on its laurels, while first years struggle to adjust to the demands of a university.

To avoid this scenario, the NWU goes out of its way to develop academic literacy, particularly among its first years. (Read more about this in the article on pp30 and 31 as well.)

It remains inspiring to see students developing from their first year to the end of their study years into well-rounded graduates and diplomats, ready to contribute to their communities and the country.

Their communities benefit

Several alumni were honoured on 8 October for these contributions when they received Leopard Awards at the prestigious event on the Mafikeng Campus that ended their 30th anniversary celebrations. You can read more about this on p11.

The year 2010 is nearing its end.

We hope that – like for the NWU – this was a good year for you as well. May the coming festive season hold great peace and joy and may 2011 be unforgettable.

Until next year.


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Fast facts

* The Qarawiyyin Mosque in Fez, Morocco, claims that it is the oldest university in the world.

The oldest university in Europe was established in Bologna, Northern Italy, in 1088. The USA’s oldest university is Harvard, which was opened in Cambridge, Massachusetts, in 1636.
Alumni have their say

We received a number of letters from alumni of the NWU and would like to share some of them with our readers.

Thank you for the new alumni magazine with the interesting letters column and the articles that are in pace with changing times. I see that Mauryn du Toit (Bouwer) was ahead of me by a few years, but perhaps I can share some stories about the old days.

I suspect that I was the very first Campbell to set foot on the campus of the former Potchefstroom University for Christian Higher Education (PU for CHE). I, James Campbell (BSc, 1943-1945), played in the Alabama ‘Boere-orke’ for three years, and because I started out with the band, Johan van Rensburg gave me the honorary title of founding member.

I was 16 years old and played u. 19 rugby for three years. However, I only made the A team in my third year.

I was one of the first demonstrators to be appointed for Physics 1 practicals. I was also the first head of the first-year residence, Spelonke.

After I had completed my teaching diploma at Stellenbosch, I taught in Cape Town, Calitzdorp, Maclear and Middelburg, and I was school principal in Prieska and Worcester. Later I was an Inspector of Education in King Williams Town and Cape Town, and finally Chief Superintendent of Education of the Northern Cape region. After me, several Campbells studied at the PU for CHE.

• Donald Campbell (BSc Hons Geology, 1948) was the first student who managed to complete this course in four years.
• Ailisa Campbell (BSc, 1971) sang in the University choir under Prof Pieter de Villiers.
• Quentin Peter Campbell (BSc Pharmacy, 1978) was James’s nephew and a crack rugby player who played for Western Transvaal in 1981.
• Quentin Peter Campbell, son of Donald, started out as lecturer in Chemical Engineering in 1991, obtained his doctorate, and became associate professor and head of the Department of Chemical Engineering. He was also a member of the Senate of the University. His daughters, Karin Campbell (BSc Dietetics, 2007) and Christie Campbell (BSc Chemical Engineering, 2010), also study at the NWU.

– James Campbell, Mossel Bay

Thank you for a fantastic magazine!
– Dr PF de Wet, Lichtenburg

Thank you for the honour of receiving yet another edition from you. I read every word. The dynamics of the NWU is an inspiration and as a former theology student I greatly appreciate the Totius statue receiving an honorary place on the Potchefstroom Campus.

Thank you for the wonderful work that you do and all the best with every edition.
– Dr Pieter Heystek, Montanapoort, Pretoria

Please write to us and tell us where you are, how your careers are progressing, or about anything that is precious to you. Send your letters to nelia.engelbrecht@nwu.ac.za, fax them to (018) 299 4938 or mail them to Nelia Engelbrecht, Institutional Office, North-West University, Private Bag X1290, Potchefstroom, 2520. We would really like to hear from you!

The alumni magazine looks wonderful. As an alumnus of the former Potchefstroom University for Christian Higher Education – now the North-West University – I like to keep in contact with this institution.
– Dr Mwaya Wa Kitavi, Nairobi, Kenya
DEAR ALUMNUS

Believe it or not, 2010 is on its last legs and we can look back on a good and challenging year for the NWU.

Two of our campuses, Potchefstroom and Vaal Triangle, appointed new campus rectors, and the Mafikeng Campus celebrated its thirtieth birthday in October.

For the duration of the Soccer World Cup, the Spanish team, who eventually won the tournament, used the facilities of the Potchefstroom Campus as their base camp.

With regard to this year’s student enrolment, we were able to continue the positive growth of recent years.

Although the Potchefstroom Campus is maintaining a steady growth pattern, it is the Mafikeng and Vaal Triangle Campuses that showed the strongest growth.

The following table provides a brief overview of the 2010 student enrolment:

<table>
<thead>
<tr>
<th>Campus</th>
<th>First-year numbers</th>
</tr>
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<tbody>
<tr>
<td>Mafikeng Campus</td>
<td>2 010</td>
</tr>
<tr>
<td>Potchefstroom Campus</td>
<td>3 610</td>
</tr>
<tr>
<td>Vaal Triangle Campus</td>
<td>1 200</td>
</tr>
<tr>
<td>NWU total number of first-time enrolments</td>
<td>6 820</td>
</tr>
</tbody>
</table>

Big infrastructural developments are underway on all campuses, with an investment of more than R270 million for the period 2010-2011.

Once again the winner

In the previous edition we reported that the NWU took first place in the PricewaterhouseCoopers Higher Education Excellence Award for Corporate Governance for three consecutive years, from 2007 to 2009.

We are now grateful to report that we were once again announced best governed university in South Africa for 2010.

At a recent strategic session, the Institutional Management identified various future challenges for the NWU and outlined action plans for their realisation.

One of these is the prospect of expanding the University’s distance programmes and aiming them at the growing adult education market.

Distance programmes to be extended

Regarding this object, you may find it interesting to know that the NWU is, after UNISA, the second largest provider of distance teaching-learning programmes in South Africa.

In 2009 we had almost 24 000 enrolled distance learning students, and more than 6 000 diplomas and degrees were conferred. The past three years’ international quality audits have shown that the NWU’s off-campus programmes compare very favourably with the best similar programmes in the world.

We are also convinced that distance education has a key role to play in improving the poor participation rate in higher education in South Africa (at present a mere 5% to 6% according to government indications) and to increase access to and success in higher education.

I am convinced that the NWU is well positioned to make a significant contribution towards addressing the country’s education challenges.

We will keep you informed of our progress in this regard.

Thank you for your continued support and loyalty to the NWU!

Kind regards,

John Eloff
This is what the NWU looks like today

SOME OF OUR alumni have a good idea of the respective campuses’ data and statistics, but are not necessarily aware of the bigger NWU picture.

The following statistics paint a picture of the NWU as an institution that strives for well-rounded excellence and that is based upon solid values.

GRADUATES BY MAJOR FIELD OF STUDY

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
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<tbody>
<tr>
<td>Science, Engineering</td>
<td>1 974</td>
<td>2 069</td>
<td>2 514</td>
</tr>
<tr>
<td>and Technology</td>
<td>17%</td>
<td>16%</td>
<td>19%</td>
</tr>
<tr>
<td>Business/Management</td>
<td>1 446</td>
<td>1 302</td>
<td>1 319</td>
</tr>
<tr>
<td></td>
<td>13%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>Education</td>
<td>5 685</td>
<td>6 506</td>
<td>6 884</td>
</tr>
<tr>
<td></td>
<td>50%</td>
<td>53%</td>
<td>51%</td>
</tr>
<tr>
<td>Other Humanities</td>
<td>2 240</td>
<td>2 460</td>
<td>2 728</td>
</tr>
<tr>
<td></td>
<td>20%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>11 345</td>
<td>12 337</td>
<td>13 445</td>
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NWU among SA’s top universities

IN 2008, the NWU had the second most distance education students and the highest graduation rate in South Africa and awarded the third most degrees and diplomas in the country.

These figures, released earlier this year by the Department of Higher Education and Training,* place the University among the top higher education institutions in South Africa.

The NWU compares as follows with the 22 other higher education institutions in the country:

• In 2008, the NWU was the fourth largest university in South Africa based on the total headcount, namely 47 008. In terms of distance students, the NWU was the second largest in SA.

Note: Figures are rounded to the nearest number.

<table>
<thead>
<tr>
<th></th>
<th>Total headcount</th>
<th>Contact</th>
<th>Distance</th>
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<tbody>
<tr>
<td><strong>UNISA</strong></td>
<td>261 927</td>
<td>633</td>
<td>261 294</td>
</tr>
<tr>
<td><strong>UP</strong></td>
<td>53 106</td>
<td>39 167</td>
<td>13 939</td>
</tr>
<tr>
<td><strong>TUT</strong></td>
<td>51 613</td>
<td>49 195</td>
<td>2 418</td>
</tr>
<tr>
<td><strong>NWU</strong></td>
<td>47 008</td>
<td>25 740</td>
<td>21 268</td>
</tr>
<tr>
<td><strong>UJ</strong></td>
<td>44 456</td>
<td>44 456</td>
<td>0</td>
</tr>
<tr>
<td><strong>UKZN</strong></td>
<td>37 188</td>
<td>30 341</td>
<td>6 847</td>
</tr>
<tr>
<td><strong>CPUT</strong></td>
<td>29 367</td>
<td>29 307</td>
<td>60</td>
</tr>
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The NWU awarded the third most degrees and diplomas in South Africa.

Acronyms:
- CPUT – Cape Peninsula University of Technology
- CUT – Central University of Technology
- NWU – North-West University
- Rhodes – Rhodes University
- TUT – Tshwane University of Technology
- UJ – University of Johannesburg
- UNISA – University of South Africa
- UP – University of Pretoria
- UKZN – University of KwaZulu-Natal

*Every year, the Department of Higher Education and Training releases the figures of two years before.
DR THEUNS ELOFF, Vice-Chancellor of the NWU, is leading an international organisation to which 500 universities from Commonwealth countries belong.

Dr Theuns was appointed Chairperson of this organisation, known as the Association of Commonwealth Universities, in July 2009.

Dr Theuns’ position benefits the NWU in many ways. Leaders from universities throughout the world take notice of the NWU and in this way the University’s sphere of influence is expanded.

He finds it interesting to rub shoulders with some of the top leaders in higher education. This interaction has often led to closer cooperation with overseas universities. An example of this is the close ties forged between the NWU and two Australian universities: the University of Newcastle and the University of Adelaide.

Hot topics
Dr Theuns’ chairmanship also means that he stays informed about higher education issues from across the globe, for instance funding, access and quality.

“Whereas state subsidies for South African universities have always increased slightly from year to year, there are universities in England and Australia that are now receiving up to 10% less subsidy from their respective governments than in the past,” says Dr Theuns.

The theme of the ACU congress planned for 2011, Higher Education in difficult times, reflects the institutions’ concern about this matter.

Accessibility is another matter that is currently enjoying worldwide attention in higher education circles.

“Universities are constantly trying to make higher education more accessible to students from lower-income and minority groups. This they do by offering bridging courses and distance programmes, for example.”
How the NWU measures up

The NWU & U asked Dr Theuns Eloff, Vice-Chancellor, how the NWU measures up to other universities in the ACU. Here are his answers:

• **Our management model:** The NWU’s management model of an Institutional Office plus three full-fledged campuses with a rector each is unique in the ACU environment. Most multi-campus universities in the world have a model where authority is centralised in a ‘main campus’.

• **Our campuses:** Most multi-campus universities’ campuses were initially points of delivery for academic programmes which eventually developed into satellite campuses. The NWU’s campuses, on the other hand, were campuses of universities in their own right before the merger in 2004.

• **Our size:** As far as contact students are concerned, the NWU is quite average compared to the other universities in the ACU, but when distance students are counted, the NWU is among the 10% largest institutions.

• **Our language policy:** The NWU’s language policy is very unique. Most ACU universities are monolingual – virtually all are English as a result of the colonial background of the Commonwealth countries. The NWU, however, has a policy of functional multilingualism, which provides for Afrikaans, English and Setswana.

Growing criticism

Quality, and the question of what it is that makes a university a good institution, is also increasingly coming under the spotlight globally.

According to Dr Theuns, there is growing criticism of world university rankings.

“According to these rankings, the University of Cape Town is the only South African university among the top 200 universities in the world. This is because research is used as the main criterion, while teaching-learning is largely overlooked,” says Dr Theuns.

Another thing that is very important for universities these days is the effective use of technology to ensure that the quality of distance education is equal to contact teaching.

“Distance education is gaining importance, seeing as contact teaching is a luxury that fewer and fewer students can afford.”

Dr Theuns’ term as Chairperson of the ACU will expire in April 2011.

The provisions for the composition of the ACU Board have changed recently. Instead of selecting representatives on the Board from the ranks of the national higher education bodies of member countries, it will in future be possible to elect individuals as representatives.

In light of the above, it is possible that Dr Theuns will be elected for a further term as Chairperson of the ACU in the transitional period – while the new guidelines are coming into effect.
Alumni party till the cows come home

ALUMNI FROM the Potchefstroom had wonderful get-togethers this year – from the Western Cape to London.

On 21 July the Rector of the Potchefstroom Campus, Prof Herman van Schalkwyk, met about 140 alumni, school principals and parents in George and shared his vision for the Campus with them.

The next day was the Stellenbosch alumni’s turn. Dr Theuns Eloff, NWU Vice-Chancellor, told them about the NWU’s achievements and also about the successful hosting of the Spanish soccer team in the NWU’s Sports Village during the world cup tournament.

In August and September three of the men’s residences held reunions.

Caput’s alumni met several cows on their way home when they partied from 20 to 22 August, while the men from Ratau and Hombré parted from 10 to 12 September.

London visit
The alumni who live in the UK were not forgotten. On 30 September 55 former students in London raised their glasses filled with South African wine.

In addition to Dr Theuns and Prof Herman, Ms Yolandi Yssel and Ms Elizna Burger from the alumni office were among the NWU staff who attended this function.

Dr Theuns discussed the status quo at the NWU, while Prof Herman told them about developments on the Potchefstroom Campus.

Dr Theuns also said that it is very important for the University to keep in touch with its alumni.

“The University’s alumni are our best ambassadors and their success reflects the NWU’s quality and excellence.”

The rectors of the Vaal Triangle and Mafikeng Campuses were also present, and answered the alumni’s questions.

The reunion is usually arranged to coincide with the annual graduation ceremony in London.

On 21 October the departing students from the Potchefstroom Campus had a final get-together as students and a first function as ‘future alumni’.

On this occasion at the home of the Vice-Chancellor, Prof Herman drew the students’ attention to the important role that alumni play in the existence of a university.

No old dogs around
On 26 October the 1960 first years of the Potchefstroom Campus proved that the saying ‘there’s life in the old dog yet’ is invariably true when they met on the Campus to talk about old times.

In the death throes of the year, on 17 November, the Namibia alumni will have their annual alumni party in Windhoek, and on 23 November the alumni who are in the ministry will hold a reunion in Johannesburg.

The latter event is part of a project by the alumni office to target specific interest groups. As part of this project, the chartered accountants had their turn earlier in the year.
DURING THE second half of the year, Mafikeng alumni assembled in the far-off Mpumalanga, and in October, they flocked to the Mafikeng Campus for an incomparable “homecoming”.

On 30 July 2010, about 35 alumni escaped the bitter winter cold and went to Nelspruit for a meeting at the Sheppard Boutique hotel. Some of the guest alumni, who were visiting in Nelspruit, actually live in India.

During this function, the alumni and members of the University’s Marketing and Communications Department had a powwow regarding career support for unemployed alumni.

“We now have a string of valuable contacts and are regularly informed about positions that become available in the province, which we then advertise on our web page for vacancies,” says Ms Susan van Rooyen from the alumni office on the Mafikeng Campus.

Red carpet

And then, on 8 October, the Campus rolled out the red carpet for about 500 alumni who met for a homecoming that knew no bounds.

This record number of alumni came from far and near to be part of the prestigious ending to the celebration of the 30th anniversary of the Campus.

On this occasion, Dr Theuns Eloff, NWU Vice-Chancellor, said that the celebration paid homage to the contributions of ordinary people of the North West Province. He added that history was important to the NWU, and that the NWU community should not forget where it came from.

Prof Dan Kgwadi, Rector of the Mafikeng Campus, said that according to an old Setswana tale, it brings luck to return to your place of origin to leave your footprints on your home soil again.

During the gala evening, Prof Dan presented Leopard Awards to several alumni. They received these awards in recognition of their contribution to their communities, and of their contribution to the development of the University.

Alumni who received these prestigious statuettes were the following:

- **Mr Sebastian Joel Mahila and Dr John Tau** – They were among the founding members of the University of Bophuthatswana and served the University as members of various councils and committees.
- **Judge Yvonne Mokgoro** – Alumnus; former University of Bophuthatswana (BJuris, 1982 and LLB, 1987) and lecturer: Faculty of Law until 1999. Currently: Chairperson of the South African Law Commission and a Constitutional Court judge.
- **Mr Rex Rabanye** – Alumnus: University of Bophuthatswana. Later: lawyer and well-known musician.
PLANET EARTH is in trouble. This one realises even more when hearing about the growing hole in the ozone layer and about global warming.

No wonder that sustainability has become one of the most popular buzz words globally.

Sustainability is high on the agenda at the NWU as well. The University should be managed in such a way that it is sustainable – it must be cherished for future generations.

This applies both to its own resources – such as human and financial resources – and to the way in which the University deals with the earth’s resources.

Another first
In line with its innovative spirit, the NWU could become one of the first universities in the world to comply with the same legal requirements for sustainability that businesses need to comply with.

According to Ms Bibi Bouwman, Director: Community Engagement, it is important that the NWU keeps abreast of these legal requirements, especially when the University teams up with businesses to become involved with community projects.

This is how we assist
“Businesses are required by law to use a certain percentage of their profits for community engagement.

“They often lack the manpower to manage these funds and projects, and this is where the University could play an important role.

“We could combine their money with our expertise to create sustainable community projects. Students could also become involved, render a service and gain valuable practical experience.”

What is sustainability all about?
It has to do with an institution’s economic, environmental and social impact. A business that focuses exclusively on financial output but fails to consider and manage the human dynamics and impact on the environment is not sustainable.

Sustainable development can also be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

This is how we should report
All over the world, reporting on sustainability is deemed very important.

In South Africa, the King III Report appeals to institutions to report on sustainability in an integrated manner.

Since June 2010, this is also a requirement for companies that wish to list on the Johannesburg Stock Exchange.

“At the NWU we aim to report in an integrated manner on our economic, environmental and social sustainability,” says Bibi.

This is how we benefit
There are several ways in which the NWU will benefit from a greater consciousness of sustainability.

“If we comply with the requirements of sustainability, we will, in this respect, be one of the first universities to restore this matter to its rightful place,” says Bibi.

It is also a way of being proactive. Businesses may in future decide to make donations and bursaries to universities dependent upon the institutions’ carbon footprint, social responsibility and the extent to which they meet the requirements of sustainability.

Bibi believes that the University has a responsibility to set an example for its students – the future leaders of the business world, industry and government – by emphasising the value of sustainability.
PROF DAN KGWADI, Rector of the Mafikeng Campus is a man of many talents and somebody that does not hesitate to tackle a challenge head on.

Prof Dan recently received an honorary doctorate in Management from the Hanseo University in South Korea. This degree was awarded to Prof Dan for his contribution in management and the enhancement of students’ lives at the Mafikeng Campus.

He has helped many students to access funding and offered his time to help students in their studies.

Prof Dan started this year on a high note by committing himself to help lecture first-year Physics students throughout the year.

Prof Dan conveyed his appreciation to the management, staff and students as well as his family. He also dedicated himself to sponsor one more student with an underprivileged background to further his or her studies.

Member of Umalusi
Prof Kgwadi was recently appointed as a member of the third Umalusi Council for General and Further Education and Training Quality Assurance. He will serve on this council for a period of four years from June 2010 to June 2014.

The Umalusi Council sets and monitors standards for general and further education and training in South Africa in accordance with the General and Further Education and Training Quality Assurance Act, 2001.

The Council is governed and guided by Section 58 of the said Act and is appointed by the Minister of Basic Education, Ms Angie Motshekga.

The Umalusi Council is currently responsible for the certification of the following qualifications in general and further education and training: Senior Certificate, National Senior Certificate, National Technical Certificate, National Vocational and General Education and Training Certificate.

More about prof Dan:

Highest qualification: I have a PhD in Physics (with subspecialisation in Teacher Education) that I obtained in 2002 from the former Potchefstroom University for Christian Higher Education (PU for CHE).

Favourite food: Anything fresh from the earth – I am a vegetarian.


What makes me happy: Going places with my kids and spending time with my family.

What I like to see in people: Gratitude.

My hopes for SA society: Willpower to make it against all odds.

Famous person I would like to have a conversation with: “Batho Cada” Cadaboy DJ at Lesedi FM Radio - I am impressed by the passion he has for his job and the way he inspires the youth.

What I do for relaxation: Domestic chores, renovations and cooking.

My family: My wife’s name is Mabel and my daughter’s name is Ofentse. Other extended family members are Sello and Oageng.
PROF KLAUS KELLNER takes the lead

from Botany on the Potchefstroom Campus is taking the lead internationally in the fight against land degradation and desertification all over the world.

Last year, Prof Klaus was elected Chairperson of an international committee for science and technology of the United Nations’ Convention to Combat Desertification. He represents the entire Africa continent in the committee, which consists of only five people from all over the world.

According to Prof Klaus, desertification refers to land degradation (such as soil erosion by wind or water) that increases in the long term. South Africa is a good place to study land degradation, as most parts of our country receive an average rainfall of less than 500 mm per year.

“Due to economic pressures, people are depleting the natural resources in order to survive. Large parts of Southern Africa and Africa rely on natural grazing for animal production.”

Prof Klaus is involved in several international research projects in especially the Northern Cape, North West and other dry savannah areas in Southern Africa to determine the cause of land degradation, its impact and how it can be combated.

Kegoikantse Kgomo – soccer is his passion.

THE VAAL TRIANGLE CAMPUS recently received a grant valued at $150 000 (American Dollar) to participate in Hewlett Packard’s (HP) Catalyst Initiative.

This is a global social innovation programme designed to develop more effective approaches to Science, Technology, Engineering and Math (STEM) education worldwide. The researchers on this campus will focus on a project titled “Using machine learning to measure student learning”.

“The Vaal Triangle Campus has a unique mix of students and the HP Catalyst Initiative will contribute towards helping us to achieve our goals of becoming a balanced teaching-learning and research institution, making us relevant in our region and contributing to our national needs,” says Prof Herman van der Merwe, Dean of the Faculty of Economic Sciences and Information Technology.

HP is a technology company that operates in more than 170 countries around the world.

The goal of the Catalyst Initiative is to create international collaborative “sandboxes” of innovation that will explore the future of STEM education and how students can use their technical and creative ingenuity to address urgent social challenges in their communities and around the world.

While no longer a member of the Soccer Institute’s football team, he is part of the University’s staff team to maintain his form.

Kegoikantse recently accompanied South Africa’s National Under-17 team on a 12-day tour to Argentina, where he observed how the Argentines manage their development structures and to see if any of their tactics can be utilised back home.
Conservatory commemorates half a century THIS YEAR

This year it is exactly 50 years ago that the Conservatory of the Potchefstroom Campus was put into service. The Conservatory is the home of the School of Music.

When teaching commenced at the Conservatory in 1950 there were 307 music students who were instructed by 14 tutors. The first head was a well-known and much sought after organist, Prof Maarten Roode.

The first building used for music training was the “Ou Meule” on the Oude Molen terrain, and eventually it was decided to erect the building on the same terrain.

The Conservatory was officially opened by the Chancellor of the University, FJ (Frans) du Toit, on 8 April 1960.

Facilities at the Conservatory include the conservatory hall, the organ hall with its Baroque style organ, the Pretorius music studio, the music library, two lecture halls and thirty practice rooms.

Campus grows a legacy

The Vaal Triangle Campus will plant more than 32 trees over the following months as part of their Green Project.

The first four trees were planted recently during a special ceremony.

The aim of the project is not only to enhance the landscaping on the Campus but also to carry forth the message of ecological responsibility and sustainable development.

It is estimated that approximately 80% of all South Africans live in urban areas and therefore the onus rests on us to protect the environment to ensure that future generations can also benefit from it.

Research within the field of global warming indicates that trees eradicate the harmful effect of climate change and states that every 10% of ecologically well-managed areas can decrease surface temperatures by 4%.

During the opening of the Conservatory in 1960 it was described as the most modern in the Union and the former Potchefstroom University for Christian Higher Education (PU for CHE) was at that stage the first university in the country to have its own Conservatory.

The Rector of the Vaal Triangle Campus, Prof Thanyani Mariba (above), is of the opinion that this project should serve as motivation to other institutions to also adopt the vision of ecological stewardship.

The Community of Madibogo will have access to clean water thanks to a water purification plant. The Faculty of Agriculture, Science and Technology developed the Nanofiltration Water Purification plant after research has found the ground water from the bore hole they are using to be contaminated with nitrate, chloride and magnesium.

The project was conducted by Dr Mbhuti Hlophe from the School of Mathematical and Physical Sciences and was funded by the Water Research Commission.

The 23 000 villagers in Madibogo, which is 90 km from Mafikeng, are largely dependent on ground water which is ingested without prior treatment. After intensive research it was decided to make use of the Nanomembrane Technology for the removal of the pollutants in the ground water.

The plant was launched by the Dean of the Faculty, Prof Mashudu Maselele on 15 September. The Faculty will also be responsible for the maintenance of the plant to ensure safe drinking water in that area.
He helps people to create their future

He co-creates people’s futures and loves every moment of it.

Dr Mojaki Mosia, Executive Director: Human Resources at the University of KwaZulu-Natal and alumnus of the NWU’s Vaal Triangle Campus, empowers employees to reach fulfillment in their work life and to create the future they would like to experience.

The inspirational force behind Dr Mosia’s success in human resources over the past 15 years has been to enable others to create meaningful lives for themselves and their organisations.

“It gives me great pleasure to guide employees to align their own destiny with that of the institution they work for,” he says.

Dr Mojaki obtained an honours degree (1995) and a master’s degree (1999) in Industrial Psychology at the Vaal Triangle Campus of the former Potchefstroom University for Christian Higher Education.

In 2003 he completed his PhD on leadership in performance and change at the University of Johannesburg.

What he appreciated most as a student on the Vaal Triangle Campus was the broad exposure from the lecturers who were mainly from the consulting and corporate industry.

He still has contact with the subject group of Industrial Psychology, especially with Prof Marius Stander and Prof Joppie van Graan.

After completing his studies, Dr Mojaki built an impressive track record as an HR practitioner through appointments at the South African Post Office, Sasol, Tiger Brands, Adcock Ingram Healthcare and BMW, before he joined the University of KwaZulu-Natal in 2010.

Leaving Gauteng for the green hills of KwaZulu-Natal suits him just fine. “In Durban, work-life balance is not a challenge, but part of life. An added bonus is that you don’t have to pay to see a monkey!”

Fitness and having fun is important to Dr Mojaki – he starts each weekday with a training session in the gym.

His wife, Ms Magauta Mosia, is also an alumnus of the Vaal Triangle Campus and holds a master’s degree in Industrial Psychology. They are blessed with three children: Thabiso (18), Kabelo (11) and Reabetsoe (8).

Coming from a specialist

NWU & U asked HR specialist, Dr Mojaki Mosia, what constitutes a good employee.

“Good employees are people who are fulfilled by what they do. Their achievement orientation is high enough to stay competitive, and they are emotionally mature enough to function effectively within teams. Those who are able to align their personal goals with the roles they are given in an organisation make things happen!”

And a good employer?

“A good employer provides opportunities for career growth and development,” he says.

He is passionate about maximising human potential. “To stay competitive, jobs are changing every year as organisations progress and position themselves for new challenges. Training ensures that employees stay productive – but only if they are willing to learn.”
He SPEAKS for the voiceless

He wants to be remembered as being the voice of the voiceless, the destitute and the poor.

DR MWAYA WA KITAVI, an alumnus of the former Potchefstroom University for Christian Higher Education (PU for CHE), has a passion for people. “If I could change one thing on earth, I would like to eradicate injustice and inequality, as it causes too much suffering,” he says.

Dr Kitavi, the Eastern and Southern Africa Regional Director of the Christian Reformed World Missions in Nairobi, Kenya, obtained his doctorate at the former PU for CHE in Educational Management in 1995.

Shaping his world

Before studying in Potchefstroom, Dr Kitavi obtained a teaching diploma from the Egoji Teacher’s College in Kenya. He also obtained a bachelor’s degree and two master’s degrees from higher education institutions in Grand Rapids, Michigan, in the United States of America.

These are a BA degree in Theology and Education from the Reformed Bible College and a master’s degree in Theology from the Calvin Theological Seminary and one in Teaching from the Calvin College.

“But it was the Potchefstroom University that really shaped my global understanding of issues such as justice and equality in the world,” he says.

He studied in Potchefstroom during the apartheid years. “Before I came to South Africa, I read about apartheid, but to me it was all very theoretical. I had mixed feelings about coming here – but somehow I knew that it was God’s will for me.”

He brings peace

“Though I saw black and white people living in fear of each other, I was amazed by how well I was accepted by both groups as a black African from Kenya. I used that opportunity to bring peace between some of my black and white brothers on and off campus.”

This experience helped him when he returned to the USA and was appointed Director of Education and Training in the United States Department of Labour.

“I oversaw schools where the majority of students were black and the majority of staff white. Again, justice and equality issues became prevalent, as they were in SA.”

Leaders for the future

His current job entails the promotion of leadership and educational development in Africa.

“To promote educational and theological ecumenism, we have to create an environment where educational leaders with different levels of education and church leaders from different theological and doctrinal persuasion work together,” he says. What he enjoys most about his work, is to see lives and communities transformed. “After training a group of teachers on a biblical worldview for Christian teaching a few months ago, they have already reported changes at their schools in academic progress, environment and discipline.”

When he is not working, Dr Kitavi likes to read or jog. He is also a devoted family man.

He is married to Munyiva who holds a doctorate in Instructional Leadership and is the Eastern and Southern Africa Regional Director for the Timothy Leadership Training Institute. They have four children: Kyama (25), Wamaitha (22), Moriya (21) and Kavisi (19).

Friends forever

While he studied, he stayed at 18 Meyer Street in Potchefstroom, which was housing the University supplied for postgraduate students.

Some of his fondest memories are of one of his housemates, Mr Segoti Mogotsi, who was from Diepkloof, Soweto.

“Segoti, who did his master’s in Education, was my fellow-student prayer partner. Through him I got to know Soweto well. I was like an adopted son in their home and his mother became my mother too. I still visit her whenever I can.”

He also stayed in touch with Segoti, who is now a senior Educational Officer with the South African Department of Education in Potchefstroom.
IN THE DARK hole in a tree trunk, the younger, weaker chick is barely moving anymore. His days are numbered. The sun is setting behind the baobab trees in the heart of the Bushveld. A couple of ground hornbills are noisily settling in for the night. The evening comes alive with the deep curr-curr sounds from their throats.

The older, larger chick is waiting eagerly in the nest. But his days may very well also be numbered. He is one of only 1,500 to 2,000 ground hornbills left in South Africa. “The southern ground hornbill – largest of the 58 hornbill species found throughout Asia and Africa – is on the threatened species list,” says Mr Hendri Coetzee, a researcher in the School of Environmental Sciences on the NWU’s Potchefstroom Campus.

According to Hendri, one of the factors contributing to the ground hornbills’ drastic decline in numbers over the last decades is that – for various reasons – only one chick in nine years reaches maturity.

Only one survives
“Ground hornbills only reach sexual maturity at the age of five or six, and usually have two chicks at a time. The first chick hatches about five days before the other one. The bigger, stronger chick gets all the food, while its younger sibling eventually starves to death,” says Hendri.

And that is where the Mabula project makes a difference. The role players involved in this project see to it that the hand-raised ground hornbills are resettled with an adult bird. The adult bird protects the younger ones and teaches them how to survive in nature. If no adult bird is available, a human has to stay with the chicks for a couple of months to protect them and give them extra food until they are completely self-reliant.

The reflection in the window
As ground hornbills are extremely territorial by nature, they sometimes mistake their reflections in windows for intruders. Their beaks are strong enough to crush a tortoise shell – so they can easily break a window. This earns them the wrath of building owners, and sometimes they get shot.

The School of Environmental Sciences on the NWU’s Potchefstroom Campus plays the role of “patron” of the Mabula Southern Ground Hornbill Project in South Africa. NWU & U asked Mr Hendri Coetzee how this project contributes to saving the southern ground hornbill from extinction.

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Right: Mr Hendri Coetzee employs his knowledge of birds and the human psyche to help save the southern ground hornbill from extinction.

The bird that brings rain

A team of researchers from the School of Environmental Sciences, led by Mr Hendri Coetzee, are going to do research on the role of ground hornbills in traditional medicines and rituals.

The use of ground hornbills’ body parts as muti and the fact that some cultural groups believe that these birds can somehow protect them from lightning or bring rain contribute to their dwindling numbers in South Africa. (Ground hornbills are, for instance, tied up in dry river beds to ‘bring rain’ in times of drought.)

“We have discovered that there are some other less threatened plant and animal species that play the same role in traditional rituals. The challenge is to persuade traditional healers to make use of those other species instead of ground hornbills,” says Hendri.

“My knowledge of psychology will likely come in very handy. I need to determine the underlying reasons for communities’ practices and beliefs and then encourage them from that perspective to make their own paradigm shift.”

This long-term research project will include visits to the two largest muti markets in South Africa – in Johannesburg and Durban – and several rural areas.

Finding the best location

One of the School’s research projects has to do with choosing a location for the resettlement of hand-raised ground hornbill chicks.

In order to ensure the sustainability of the resettlement of the chicks, three factors need to be taken into consideration when selecting a suitable location:

- The first factor is natural habitat. Ground hornbills prefer savannah or bushveld where the vegetation is not too dense.
- The second factor is the availability of food. Ground hornbills are carnivores and eat insects, reptiles and small mammals such as mice and even rabbits.
- Thirdly, the presence of big trees is very important, as ground hornbills roost in trees and build their nests in tree crevices.

An adult ground hornbill (left) feeds a chick.

The project springs to life

Since the successful resettlement of the first three chicks in April 1999 on Mabula, a private nature reserve between Bela-Bela and Thabazimbi, the conservation project has gained momentum.

After finishing his studies at the former Pretoria Technicon, Hendri was project manager of the Mabula project between 2001 and 2003.

He came to realise that the human factor cannot be ignored when it comes to nature conservation. Subsequently, he obtained his master’s degree in Psychology at the North-West University’s Potchefstroom Campus in 2007.

Armed with his background as a conservationist and his knowledge of the human psyche, he approached Prof Leon van Rensburg, the Director of the School of Environmental Sciences, in 2010 with the request that the unit become involved with the Mabula project.

Meanwhile, the unit’s role as “patron” of the project has resulted in two further research projects. One involves the identification of suitable areas for the introduction into nature of ground hornbills and the other project has to do with the use of ground hornbills in traditional medicines and rituals.

Hendri and the School of Environmental Sciences are going to help with the monitoring of nests in the Limpopo Province during November.

it that the weaker chicks are “har-vested”, raised by hand and later introduced into nature.

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A CONVOCATION is the democratic voice of graduates and a way in which they can contribute to the development and character of their alma mater.

The NWU Convocation consists of applicants who obtained a three-year diploma or degree from the University or one of its predecessors.

Permanent staff members from the institution may also apply for membership of the Convocation. The Convocation is aimed at advancing the University’s image and interests and upholding its traditions.

The Convocation is represented on the University Council, which manages the NWU, and also cooperates closely with other structures such as the Alumni Association, which promotes the interaction between the University and its alumni.

The Statute says how

As a formal structure of the NWU, the Convocation is regulated by clearly-defined rules and procedures, which are set out in the NWU Statute.

The Statute grants certain rights and responsibilities to members of the Convocation. Each member has a right to be nominated to represent the Convocation on the University Council and to vote for members on the Council.

More about Bennie

“The election of Council members from the ranks of the Convocation ensures that the voices of former students are really heard at Council level,” says the current Convocation Chairperson, Mr Bennie Howard.

Bennie studied at the former Potchefstroom University for Christian Higher Education (PU for CHE) and obtained his BA in Languages and Psychology in 1973.

Bennie was a resident of Over de Voor and part of the first group that started Klooster (which preceded Veritas).

He was a radio announcer at the SABC for seven years, after which he worked as communication expert in the wine industry at Stellenbosch Farmers’ Winery and as Distell’s Group Manager: Public Relations. Also during this time, he became one of the first three Cape Wine Masters to qualify in 1984.

Since 2004, he has been working as an independent wine consultant in the broad wine industry as, inter alia, marketing consultant for Meerendal Wine Estate in Durbanville, Vice-Chairperson of the National Wine Expo of South Africa and consultant for the Nederburg Auction and SAA’s wine selection.

Bennie is a man of many facets and just at home in nature as in the kitchen. “I love nature, walking and gardening. Music is another favourite, and braai is a passion. My colleagues from Stellenbosch Farmers’ Winery and I won the SA Braai Championships in 1984!”

How do I become a member of the Convocation?

New members have to complete a membership form and pay the R50 membership fee. This is for life-long membership. Please note that only graduates and diplomates (three years or more) and permanent NWU staff members may apply for membership.

The application form is available on the NWU’s website:

Contact Ms Izette Schouwstra at izette.schouwstra@nwu.ac.za or (018) 299 4968 for further enquiries.
Investigations have shown that a positive work environment such as that on the Vaal Triangle Campus makes employees more productive. It is indeed a great privilege to earn one’s daily bread in a proclaimed nature reserve, such as the reserve in which the Campus is situated. These pictures, most of them taken by Ms Annette Willemse of Corporate Communication, tell the story of a campus surrounded by nature.
DURING HIS life journey he always had the nagging thought at the back of his head that he needed to change paths. This thought and hidden desire took him along meandering back roads and eventually got him tangled in vines.

Mr Diale Rangaka, former academic of the University of North-West (UNW), now the Mafikeng Campus of the North-West University, boasts many titles to his name: secondary school teacher, professor, dean, and now the proud owner of the M’hudi wine estate.

M’hudi is South Africa’s first wholly black-owned wine tourism farm and the winner of the 10th annual Emerging Tourism Entrepreneur of the Year Award.

Diale, or Oupa as he is known to close friends and family, is married to Malmsey, a clinical psychologist, and they have two children – Senyane and Lebogang – who are also involved with M’hudi Wines.

Interest in wine
The Rangakas started thinking about a different life when their high-pressure jobs and travelling began to take their toll on the time they spent together.

Diale loved farming and Malmsey fell in love with the Western Cape when she saw grapes and vines for the first time as a young girl.

Their dream of owning a wine farm was rekindled when the government offered loans to emerging black farmers. They viewed 31 farms, and chose to settle on a 43 hectare property just outside Stellenbosch.

Education
Long before he became a wine farmer, Diale’s studies included literary studies and teacher training. He received degrees from the Universities of Limpopo and Wits, and the University of Sussex in England. He also completed certificates and diplomas in Public Relations, Management, Labour Relations and Finance.

His career in tertiary teaching began at the University of Limpopo in 1977 and continued at the former University of North-West.

He joined the UNW as the Deputy Dean of Humanities and later became the Dean of the School of Education.

“The UNW was a cut above the rest. It was a university that concentrated on preparing people for specific professions.”

According to Diale, those times were challenging and exciting, as adapting to new things can be.

“We were making the path by walking it. “We taught and administered the academic schools and the University searchingly, enquiringly, but confidently.”

The results – shown in the changes that took place in the students – bore their own testimony.

“The NWU remains my favourite educational venture and I associate myself with it quite willingly and proudly. I have not visited the Mafikeng Campus in a while now, but I do have contact with some of my colleagues, some of who have since retired or gone to other institutions.”

M’hudi
The name M’hudi is derived from the Setswana word “Mohudi”, meaning harvester, and is also the name of a heroine in a great African story.

M’hudi is one of Sol T Plaatje’s novels and the first novel written by a black South African to be published in English.

Diale sees Sol Plaatje as a writer who saw ahead of his own time.

“In the early 20th century, he wrote a novel whose central character was a woman.

“M’hudi is a heroine – she asserts herself, has courage and is open to new experiences. We were inspired by this woman. This is the message we would like to live and embody as far as possible.”

Right: Diale found inspiration for the name M’hudi in one of Sol T Plaatje’s novels.
Success and challenges

M’hudi first enjoyed success abroad – rather than at home – when Marks and Spencer in the United Kingdom started to import M’hudi wine in 2006.

The M’hudi wines can also be found in the United States of America (USA) and Germany, and were even available at one of the inauguration parties when Barack Obama was elected president of the USA.

Locally, the M’hudi team convinced Woolworths to sell their wine, and from the beginning of October the M’hudi Pinotage has been the first of their wines featured on the Woolworths wine list.

According to Diale there are two reasons for their overseas success. “Firstly, it is easier to get funding to market our wines at international trade shows, and secondly, the competition is much fiercer in South Africa.”

The recognition of the M’hudi pedigree did not come easily. One of their biggest challenges was, and still remains, simply being received by consumers.

In South Africa black wine producers are not a common phenomenon and it is difficult to break down the perception of just being a BEE buy and sell front.

“People are reluctant to try our wines – but we always find that as long as people are willing to come out of their comfort zones, they find that they like our style of wine.”

The way forward

The Rangakas are also working on expanding M’hudi Wines into other related markets.

“We are becoming a wine-tourism venue rather than just a wine company,” explains Diale. M’hudi now also has a small bed and breakfast and an events venue, and also receives guests who just want to enjoy a cup of coffee or a nice glass of M’hudi wine. They also organise wine-tasting sessions and wine workshops.

“Our aim is to become the first black commercial-scale tourism venue, with conference facilities, an amphitheatre and a sprawling organic herb garden.”

It is clear that M’hudi Wines has overcome many obstacles and established itself as a force to be reckoned with.

In search of a new beginning, and with sheer determination, courage and inspiration, Diale pursued his dream and has found happiness.

More about M’hudi’s wines

(Sourced from www.mhudi.com)

The M’hudi Wines project is a very personal journey for the family. The vineyard lies in a valley with deep Table Mountain sandstone soils over clay.

The valley floor is very hot in summer but is regularly cooled by morning mists and vigorous doses of the renowned Cape south-easterly wind in the afternoons. They use the grapes from their vineyard to make the wines, but to ensure quality, also source grapes from areas best known for the cultivars.

The following wines are currently available:

**Sauvignon Blanc 2009**

This cool climate Sauvignon Blanc is typically grassy with a fresh and lively hint of melon and passion fruit. The rich tropical fruit, pineapple and honey aromas contribute to a well-rounded, balanced finish.

**Pinotage 2009**

This medium-bodied wine is a rich purple colour with a youthful edge, subtle oak spice, plums and vanilla on the nose, with silky tannins on the palate.

**Merlot 2006**

This modern, medium-bodied South African Merlot is bursting with ripe, juicy flavours of red plums and cherries. Its fresh, lively character is also soft and smooth on the finish.

Left: Diale and Malmsey enjoy the fruits of their labour with their family. From left are their daughter, Lebogang, Diale, Malmsey, their daughter-in-law, Rae-Leigh and their son, Senyane. In front is their grandson, Kwenane.
She is the **MASTER** of media monitoring

“In the information age, the power of communication is still underestimated. Not knowing what is being said about your company in the media and not attributing the impact of media coverage to your company’s reputation and brand can have dire effects. Research has shown a definite correlation between consumer behaviour and their perceptions of a company or brand. If you do not manage your reputation, you will lose business.”

**STRAIGHT FROM** the horse’s mouth. Ms Anri Schwim, the new CEO of Monitoring South Africa (MSA) knows what she is talking about.

**Education**

Anri, an alumnus of the former Potchefstroom University for Christian Higher Education (PU for CHE), completed a four-year degree - BBK (Business Communication) - and specialised in Journalism, New Media and Corporate Communication.

“My childhood dream was to write a column for one of South Africa’s glossy magazines. Little did I know that I would find a career in the media monitoring industry that would end up being my passion.”

Anri fondly recalls her years at the former PU for CHE. She resided in the Karlien women’s hostel and enjoyed every moment of her student life.

She joined Radio Puk, the student radio station, and also the campus’s Public Affairs Committee. This was her first experience of the media industry and the etiquette of marketing.

“I definitely feel that my degree contributed to my success and believe my years at the NWU are the foundation of my career. The theoretical background came in handy on more than one occasion. The communication strategies, press releases,
campaign management and other communication functions form part of our day to day encounters.” But it was not just all work - all the time! “I remember the bonding as “dore” (first-year female students), folding flowers with our fellow “jarre” (first-year male students) for RAG, and being saved from drowning by “pirates” on the grass in front of the library!”

Eventually it was time to graduate into the “real” world with great dreams and aspirations of what was to come.

Work
Her professional career was born and bred at MSA with the exception of doing marketing and working for an NGO in the first year after leaving the NWU.

She started working as a media analyst at MSA and at by the end of 2007 she became the Chief Operations Officer and a member of the Board of Directors. In January 2010 she accepted the position of Chief Executive Officer at MSA.

A typical day in the life of a CEO
Anri leads a demanding and fast-paced life where no two days are ever the same. She faces new opportunities and challenges on a daily basis.

“For example, we did work for the 2010 Organising Committee for the Soccer World Cup and successfully completed an exit report in a very short time frame - taking into account the more than 13 000 media items the project generated!”

She feels that the most satisfying results are when you can see the evidence that your clients used strategic information obtained from MSA and applied it in their future media strategies.

Excited
Anri is excited about MSA’s future. Her vision and goals for the company are to ensure that they provide a world-class service to their clients. “MSA focuses on revision of all the unique technologies we use to deliver this niche service to ensure that we stay ahead of the latest trends in the international media monitoring industry.”

Strike while the iron is hot
Anri is a go-getter, a never say never and make hay while the sun shines type of woman.

“My personal motto for success is tackling tasks that seem impossible in the same way you would eat an elephant – bit by bit. I am inspired by people that are passionate about whatever they are engaged in - people that can always find a solution rather than just staring at the problem”.

Anri is all for leading a well-balanced life, and although she enjoys her fast-paced high-octane working environment, she firmly believes that family life is equally important.

“My mother is my biggest mentor. The best advice she has ever given me is that when you have an issue that you cannot find a solution for, sleep on it. You will see it in another light when the sun comes up tomorrow.”

Her family will also expand soon as she is expecting twins.

“I look forward to the blessing of being a parent and at the same time balancing it with my passion for the industry I work in.”

Anri Schwim inspires others to make the most of what they bring to the table. Let us all follow her example and grab the bull by the horns!

The NWU performs well with regard to publicity
The NWU has been one of MSA’s clients for quite a few years now, and has had - according to Anri - a fair media reputation to date.

In comparison with other universities the NWU receives the third highest volume of coverage, following the University of Witwatersrand and the University of Pretoria. However, the perceptions of the public are on equal standing when compared to these universities.

The Rugby Institute on the Potchefstroom Campus has generated a lot of positive media coverage for the NWU. Commentary by experts - where various academics from across the University give their expert opinion on specific topics - also generates coverage that has a positive impact on the NWU’s media reputation.

The Spanish soccer team’s base camp in Potchefstroom during the 2010 FIFA Soccer World Cup was for instance a major media generator for the NWU.

News of a more controversial nature, especially with regard to transformation, also generates both favourable and unfavourable media coverage. Anri finds that the NWU actively responds to this type of media coverage to balance any negative impact that might be evident in the media. “It is evident that issues such as equity, redress and equal and quality services on all campuses are central to the NWU’s transformation agenda.”

What is MSA all about?
MSA is a company that does media monitoring and reputation analysis.

All the daily newspapers are delivered to their offices across South Africa (Gauteng, Cape Town, Durban, Port Elizabeth and Bloemfontein) at 05:00 in the morning.

The newspapers are then scanned by scanners and the characters on every newspaper are identified via optical character recognition.

They then have client setups comprising search words relating to their clients that allow MSA to allocate relevant newspaper items.

MSA also monitors coverage in broadcast and online media and make use of different processes to ensure clients know where they received mention in the media.

After collection of all the relevant media items, MSA provide the client with a media reputation analysis.
Science Centre to BOOST Education

The Mafikeng Campus recently opened a new Science Centre that will benefit learners, students, the general public and educators of primary and high schools.

Feasible
The Centre will be highly feasible, as it will operate with a relatively low running cost due to the availability of university infrastructure and access to specialist information on Science and Technology and study and career guidance to prospective students.

Carefully planned
The concept of a Science Centre was carefully planned and researched.

Prof Jan conducted a thorough feasibility study that involved all the major stakeholders, including the North West Department of Education, staff at the Mafikeng Campus, municipalities in the catchment area of the University, the Mafikeng Further Education and Training College and the DST.

60 experiments
Prof Jan was responsible for the development and installation of 60 hands-on experiments that are showcased at the Centre.

Although the experiments are linked to topics in the school and undergraduate science curriculum selection, it was developed to provide fun and excitement for young and old.

“I think the Science Centre will be a huge success and will benefit the University and its community for years to come.

“The Science Centre will also supplement the University’s teaching programmes, especially with regard to community service,” says Prof Jan. Minister Pandor was the first person to sign the visitor’s book.

Her comment “Congratulations to millions of scientists and technologists” indicates the high expectations that the new Centre has to meet.
Chief economist knows where MONEY comes from

MR ETTIENNE LE ROUX knows that money does not grow on trees.

This alumnus of the Vaal Triangle Campus has a great respect for money – not only because he is the chief economist of the Rand Merchant Bank, but also because he learnt to count his pennies as a student.

Ettienne studied at the Vaal Triangle Campus when it was still a satellite campus of the former Potchefstroom University for Christian Higher Education. Between 1991 and 1995 he received the BCom, BComHons and MCom Economics degrees cum laude.

“Money was tight and I had to work hard for performance bonuses to help pay my class fees,” says Ettienne.

This he learnt
His hard work not only taught him perseverance, but also commitment.

“I did not have Economics as a subject at school, so I had quite a bit of catching up to do.”

His studies also fanned his eagerness to start working – he could not wait to apply all his book knowledge.

Today this knowledge comes in very handy in his job as economist.

His main task at the Rand Merchant Bank is to watch the macro-economic environment in which the bank functions for new trends – with regard to economic variables as well as policy. He also spends a lot of his time studying the global economy.

To strike or not
Ettienne is of the opinion that the recent strikes harmed the image of the South African economy.

“Striking is every person’s constitutional right and a peaceful strike is of little concern. However, when these strikes go hand in hand with violence, or when strikers prevent others from working, the image of the economy suffers,” he says.

“It is in everybody’s interest for strikes to be limited to the minimum, otherwise they create an image of an unreliable labour force, which can easily lead to large-scale replacement of labour by machines and other types of capital equipment.”

After completing his studies, Ettienne lectured on the Vaal Triangle Campus before he was appointed at the National Treasury as economist in 1997, and later in the same year at First National Bank. He started working at the Rand Merchant Bank in 1998, and was appointed as chief economist in 2009.

Ongoing contact
Ettienne remains in contact with colleagues who lectured with him.

Every year he also presents a number of lectures as guest lecturer on the Potchefstroom Campus.

His advice to current students is that they should try to obtain the highest degree possible before entering the professional world. “There is little time for further studies when you have a busy work schedule,” he said.

When his work allows this, he and his friend, Ms Maryka Kellerman, visit the Natal North Coast, the Western Cape or the West Coast, where Maryka grew up.

“I like gallivanting in my (very) old Landrover Defender. Last year we tackled Mozambique and earlier this year we successfully crossed Namibia from south to north and back again. I am also fortunate and privileged in the sense that I often travel for my job – locally as well as overseas.”

Since his student years on the banks of the Vaal, Ettienne’s journey through life has taken him on distant roads – literally as well as figuratively – but the values he learnt as a student, namely perseverance, commitment and an eagerness for work, still serve as guide.
Follow the ALUMNI tracks

BY THE BEGINNING of 2011 the NWU should have a very good picture of the graduates of the past ten years.

This will include information on who they are and where they work, how they contribute to the country’s economy and whether their qualifications meet the expectations of the industry.

This will be the result of a focused alumni tracing project that the NWU launched in the second half of 2010 to obtain not only quantitative information on its alumni, but also qualitative information.

“Universities’ databases on their graduates are often only of a quantitative nature,” says Prof Marlene Verhoef, Adviser and Director in the Office of the Vice-Chancellor.

“They know, for example, on which campuses their graduates studied, what qualifications they obtained, when they graduated, and what their contact details are.”

Breaking new ground

Prof Marlene, who initiated the project, says that the NWU will be breaking new ground by gathering qualitative information as well.

This will include information on the problems graduates experience in getting jobs, and possible gaps between university training and the employability of graduates.

According to Prof Marlene the University wants to achieve various objectives with this project.

One of these is to establish the market share of the NWU in terms of its graduates on the basis of the information we gather.

“We want to look at the contribution our graduates make to the development and growth of South Africa,” says Prof Marlene. “We also want to find out whether our graduates meet the expectations of employers. This will provide us with an indication of whether our academic programmes are relevant and marketable.”

Providing better service

Another important objective of this project is to provide the alumni with a better service.

“We realised that a student experience does not end when the students are awarded their degrees.

“A true student experience is for life.

“That is why we want to make sure that our alumni can be contacted and that we have enough qualitative information about them.

“This will help us to provide them with a better service.”

Start a tradition

Prof Marlene says that an “old boys” tradition like that often found overseas has not yet been established at the institutions for higher education in South Africa.

“We want to establish something of that nature at the NWU, as we regard our alumni as an extremely important stakeholder group.”

The NWU has instructed P:Cubed, a data-management company with offices in Johannesburg and Cape Town, to gather information on its alumni.

The project should be completed by the end of 2010.

North-West University ALUMNImagazine
A story ‘tail’ to believe

IT IS SAID that one should not believe story tales, but this tail is another story altogether.

A troop of vervet monkeys has made themselves at home on the Vaal Triangle Campus and they bring much fun and joy to those meeting them.

Early in the morning the lot swing like professional trapeze artist on the branches and late in the afternoon they take a power nap on the riverbanks in the shade.

Staff, students and visitors to the Campus regard their monkey tricks with a twinkle in the eye and some even tell of mischievous pillaging during a cosy picnic or while socialising at a braai.

It is especially early in the morning, at around 06:30 that the monkeys’ mocking and playing draw one’s attention. The troop, estimated between 40 and 50 monkeys, moves from one spot of sunlight to the next.

There are those who fidget for fleas, those who go into battle like wrestlers, those who swing from branch to branch and those who cannot restrain their curiosity.

It is especially the last group that draws the most attention. If marquee tents are put up for special events, Kees and Stompie (the male monkey with the short tail) will do the inspection first.

They climb around, slide down the tent poles and even test the strength of the ropes by chewing them. Of course there always is a group observing these events from the trees.

As with Paul the octopus – the one who enjoyed instant fame during the recent soccer world cup - the Campus vervet monkeys have their likes and dislikes.

A colleague with a double cab bakkie recently caught monkey and friends dabling on the roof of his vehicle. The assumption is that the vehicle was parked on their playground.

Students were caught on the wrong foot when one of the monkeys sat on the stairs to the cafeteria.

He was motionless and many a student did not even notice him.

In the Office of the Campus Rector it is told that the small monkeys enjoy playing in the tree in front of the Rector’s office window and that you can observe them uninterrupted within a stone’s throw.

The Vaal Triangle Campus is famous for wonderful nature, a tranquil atmosphere and extensive animal population, of which these monkeys are the latest addition.

These “jackanapes” – as the older generation would call them – are not only “as high as kites” in the trees but also very deep in everyone’s heart.

Ms Annette Willemsen, Manager: Corporate Communication recently captured these vervet monkeys on film near an old Case tractor on the Campus. Some of them were investigating the chassis, and there even was a technician checking the wires!
First Years know the ins and outs of a Blackberry and an iPhone and know exactly how to tweet and google, but for some of them two plus two equals five and stationary is something that they use for taking notes.

As is the case at all South African universities, this lack of literacy skills among first years is also a problem at the NWU.

The unique demands placed on these students by a higher education institution further exacerbate the problem. The learning climate and culture and the socialisation at a university are very different from what they are used to.

Their previous learning experiences are often not enough to guide them through the troubled waters of a total adjustment and the demands of a university.

However, the University is not about to capitulate. In order to bridge these gaps, the University introduced several measures to determine and develop academic literacy among first years.

How we can help
These measures include an academic literacy test, additional literacy modules, extended programmes, supplemental instruction and an envisaged ‘preparation college’.

First of all, all first-years are required to take an academic literacy and skills test when they enrol at the University.

Some of the skills that are assessed are the following:
• Academic vocabulary.
• Interpretation of graphic information.
• Difference between main point and side-issue, cause and effect, facts and opinions.
• Simple calculations off the cuff, classification and comparison of information.
• Reasoning and defining ability.

Students who do not pass this test are required to take a module on these academic skills in the first semester of their first year.

However, in the second semester ALL students are required to complete an additional module on academic skills.

The high failure rate among first-year students at South African universities is largely due to the inability of the school system to provide universities with first years who are able to read, write and calculate with comprehension.

Research done by Higher Education South Africa (HESA) in 2009 has shown that the South African school system struggles to deliver well-prepared first years to universities. Some of the findings were the following:
• Around 80% of state schools in South Africa can be considered dysfunctional.
• Teachers do not focus enough on text writing assignments. On average, grade three learners get only one writing assignment per week.
• Only three to four hours per day are spent on teaching, and 90% of school principals complain about high absenteeism among teachers.

The module has three components: computer and information skills, reading, and academic literacy.

It may take a bit longer
Another measure to help students is the extended BSc and BCom programmes on the Mafikeng and Vaal Triangle Campuses, as well as the extended Theology programme on the Potchefstroom Campus.
Students can now complete these programmes in four years instead of three, while receiving additional help.

It is aimed at students who do not meet the minimum requirements to enrol for a particular course after matric.

Supplemental Instruction
The NWU also implements Supplemental Instruction (SI) on all of its campuses.

SI is an academic support system for students, which is used all over the world for challenging modules.

The students receive support from trained SI leaders (students who have already completed the module successfully) in small, informal groups.

It prepares them
The NWU is currently considering the possibility of establishing a so-called ‘preparation college’. It will be a distance education course which will prepare students for tertiary studies.

“In the beginning of 2010, more than 8 000 students applied to study on the Mafikeng Campus, but due to limited infrastructure – notably buildings and staff – we could accommodate only 2 000 of them,” says Dr Theuns Bloff, NWU Vice-Chancellor.

“Let’s say that approximately 2 000 of the 6 000 who could not be admitted had the potential to study successfully. Our envisioned preparation college is intended for such students. The successful completion of this preparation course will guarantee their admission to the NWU in the following year.”

Ms Mariaan Kloppers from Academic Support and Development is one of only three people in South Africa accredited to provide SI training. She is the institutional manager of SI at the NWU.

The University is doing everything in its power to help first-year students bridge the gap between the school system and higher education.

The NWU recently became the first university in the world whose request was granted to set up a regional office for Supplemental Instruction (SI) in a country that already has a national SI office.

At the same time, Ms Mariaan Klopper from the NWU’s Institutional Academic Support and Development Section became only the third person in South Africa – and one of just 14 people worldwide – to be accredited as SI trainer.

“The Nelson Mandela Metropolitan University in Port Elizabeth is already one of six national SI offices in the world. However, in view of the fact that the NWU’s SI programme is already well established and that the International SI Centre was very excited about our work, they granted our request to set up a second office in South Africa,” says Mariaan.

How the NWU will benefit
The establishment of the SI office will benefit the NWU in several ways. It contributes towards advancing the University’s vision of being a pre-eminent university. It also makes a contribution to internationalisation, which is one of the NWU’s objectives. Another advantage is that it gives the NWU access to the network of expertise of the approximately 1 500 institutions in the 29 countries that offer SI.

Mariaan’s accreditation as trainer also means that she can offer SI training at the NWU and other institutions. This will save the University money and at the same time earn the institution some third stream income.
NWU banner raised high at Comrades 2010

Many NWU alumni probably spotted the University’s banners at this year’s Comrades Marathon.

The banners were part of the NWU’s campaign to offer its runners logistical support and motivation.

The NWU also wanted to build its brand and establish the University’s image as a diverse and innovative university with a winning sports culture.

The NWU runners, consisting of University staff members and University club athletes, were sponsored by the Vice-Chancellor, Dr Theuns Eloff and the Institutional Corporate Affairs and Relations Department.

As part of this sponsorship, they received bags with NWU tracksuits, caps and sponsor’s badges for their shirts.

Fifteen of the 19 runners eventually crossed the finish line.

The support team consisted of representatives from the three campuses and the institutional Corporate Affairs and Relations Department.

Something for the pain
The support team showed their commitment in a very tangible way.

The group set up a water point at Winston Park BP garage at the 14:00 (31 km-to-go) cut-off point.

They cheered on the athletes and were ready to assist with necessities from boiled potatoes to Voltaren gel.

Several alumni from all three campuses spotted the NWU banners and greeted the team, some stopping for a much-needed treat or treatment.

Adding to the excitement and enhancing the spotlight on the NWU brand, the team also created a Facebook group in support of the runners.

The Facebook group focused on keeping the public and the runners’ families informed with real-time updates and multimedia from the event.

The support team showed their commitment in a very tangible way.

The group set up a water point at Winston Park BP garage at the 14:00 (31 km-to-go) cut-off point.

Mr Louis Jacobs, Institutional Director: Corporate Communication, Mr Vincent Eastes from the Office of the Rector, Potchefstroom Campus, and Ms Phumzile Mmope, Executive Director: Corporate Affairs and Relations are taking the development of the NWU trademark to new heights.

Drop in on us

According to Mr Louis Jacobs, Institutional Director: Corporate Communication, the NWU’s support effort was a great success and they plan on doing it again next year.

“We’re looking forward to next year’s Comrades and wish the participants good luck with their training programmes. We now have first-hand experienced what an immense personal challenge the Comrades is to our runners and we can assure them that the NWU is behind them every step of the way.”

“Alumni can let us know if they saw us on the side of the road. Next year, they will once again be welcome to drop in where they see the NWU banners. We would love to meet and support you.”
ALTHOUGH THE Potchefstroom residents said “adios, amigos” to the Spanish soccer team, there still seems to linger a Spanish flavour in town.

On the road to the NWU Potchefstroom Campus we still read the signpost: Luce Aldea. It shows the road to the Sports Village where the world champions stayed during the Soccer World Cup.

The Sport Village shows off with photos of the Spanish soccer players against the walls in the entertainment area and the staff members recall the 30 days of the “Spanish Invasion” with nostalgia.

Today, when sitting down for a meal at the Sports Village restaurant, there even is a Spanish dish on the menu.

“The Spanish soccer team brought their own cooks along,” said Mr Gideon Joubert, the master cook of the Sports Village. “After the first week or two, the Spanish cooks only supervised, while our cooks prepared the dishes on their own.”

One day, as the Spanish cook prepared a calamari dish, Gideon wrote the recipe down. Alongside he shares this recipe — one of the Spaniards’ favourite dishes — with our alumni.

After the meal, when I was walking home down the street, I saw, in the corner of my eye, the red of a flamenco dancer’s dress disappearing behind the dark bark of an oak tree. And somewhere the sound of castanets echoed behind a fence.

Then the reality came back: perhaps it was only somebody building something somewhere.

But then, as a hadeda flew up down the street, even this local resident sounded a bit Spanish. It was almost as if he shouted “Olé!” when it flew up...

Spanish ambiente still lingers in the air

Spanish calamari-and-rice dish

Ingredients:
- ¼ cup olive oil
- 1 onion, chopped finely (about ½ cup)
- 1 teaspoon chopped garlic
- ¼ cup pitted olives
- 1 tablespoon tomato purée
- ½ cup white wine
- 2 cups fish stock or water
- 500 g calamari steak or rings (without the crust)
- 1 cup rice
- Salt and pepper to taste

Method:
Preheat oven to 180 °C.
Heat the oil in a casserole. Fry onions until translucent. Add the garlic and olives and fry for two minutes. Add the rice mixture and heat to boiling point. Add the calamari and stir well. Cover the casserole with a lid or with tinfoil to form steam. Put the casserole in the oven for 35-40 minutes or until the rice is cooked sufficiently. Serve hot.
Sports stars shine **BRIGHTLY**

Sport continues to be a core strength of the NWU’s non-academic life. During 2010 the University boasts outstanding sports achievements and delivered many bright sports stars. Although there are many more, we selected these few to give you a glimpse of the bright stars shining in the NWU’s sky.

Sunette Viljoen, champion javelin thrower of the Potchefstroom Campus, smashed the South African and African records with her distance of 66.38m in Prague.

**The University Can**, based on achievements on the sports field, justifiably claim to be one of the top sports universities in South Africa.

To strengthen this reputation, the Mafikeng Campus’s women’s table tennis team and the Soccer Institute on that campus won the University Sport South Africa (USSA) title in December 2009, while the Potchefstroom Campus were the champions in rugby, athletics, netball and karate.

In addition, the Vaal Triangle Campus was the USSA cricket champion in the B-section.

**Smaller sports codes**

Some of the smaller sports codes supported on the Mafikeng Campus include ju-jitsu, table tennis, boxing, aerobics, badminton, softball and body building.

At the SA national Ju-Jitsu championships the Mafikeng Campus won nine medals, while the women’s table tennis team won the first place overall in the USSA event.

At the USSA boxing championships, the Mafikeng Campus’s boxing team came third, with T Mosiane and A Mothlone winning gold medals.

He is a soccer star in the making

The NWU boasts a Rugby Institute on the Potchefstroom Campus, a Hockey Academy and Rowing Club on the Vaal Triangle Campus and a Soccer Institute on the Mafikeng Campus.

Sportspeople of these institutes did very well in 2010. For instance, Andile Khumalo from the Mafikeng Campus Soccer Institute made history by becoming the first player to be recruited by a Premier Soccer League team directly from the Institute. This 20-year old midfielder, who is in his final year of a Sports Science Diploma, has signed a three-year contract with the Durban-based Amazulu FC.

He joined the North-West University and subsequently the Soccer Institute in 2008 after having played for Newcastle United in KwaZulu-Natal. Andile, who has also trained with the national under-20 team, made his debut for the team during the 2010 Telkom Charity Cup tournament.

Right: Andile Khumalo from the Soccer Institute on the Mafikeng Campus is a soccer star in the making.
The karate club on the NWU’s Potchefstroom Campus is doing very well; they have been the USSA champions for the last 10 years.

Several of the team members represented the South African Karate World Federation (SAKWF) during the international Kanazawa Cup which was held in Durban.

At this tournament, Sansha van der Merwe won a gold, a silver and a bronze medal, while Zilla Bruwer and Lizae Wessels took gold and silver. The other members of the team collected nine more medals.

According to their coach, sensei Johan van Tonder, the winning recipe behind their success is the fact that they train hard, but smart.

T Mosiane was also selected for the USA national team.

The Campus’s aerobics club earned seven gold medals at several tournaments in 2010, while Katlego Tathebula was selected for the USSA national badminton team and Lorato Bonokwana for the USSA national softball team.

Body building

Mafikeng Campus’s body builder Thupayatlase Ontiretse, received gold at the national competition of the International Body Building Federation (IFBB).

Body building is also doing well on the Vaal Triangle Campus. For instance, Percy Mosala recently won the IFBB’s national championships in Durban in the u-60 kg division.

Dance is a new sports code on this campus. The dance team – comprising female and male students – recently participated in the USSA championships in Cape Town.

Major sports codes

Athletics is one of the major sports codes on the Potchefstroom Campus.

The Dreamveldt NWU PUKKE Athletics Club accomplished many world-class achievements, and twelve of its athletes were crowned South African champions.

The Club’s athletes dominated once again at the USSA championships. In the seventeen years that this competition has been held, the women’s team won the competition nine times, the men six times and the team as a whole eight times.

Javelin thrower Sunette Viljoen won a gold medal at the Commonwealth Games in Nieu Delhi, India in October 2010.

Team member Justine Robbeson, the number two female javelin thrower in Africa, won the bronze medal. It was the first time in the history of the Commonwealth Games that two South African javelin throwers won medals for the same event.

In 2010 Sunette also won the USSA title and the Senior SA title. In addition, she triumphed in the Africa Championships and won a silver medal at the IAAF Intercontinental Cup in the city of Split, Croatia. This year, Sunette also set a new African record.

Other top athletes in the club are Thumelo Thagan, one of the best triple jump athletes in the world; and Simon Magakwe, the fastest 100 m athlete in South Africa.

Two of the club’s junior athletes also did very well this year.

Sunette triumphs

Tazmin Brits (javelin) won the junior SA title, took second place at the senior SA championships and won the bronze medal at the IAAF World Junior Championships in Moncton, Canada. Gert Swanepoel, one of the world’s top decathlon athletes, set two new junior SA records.

Aiming for the goal posts

With regard to big sports codes on the Vaal Triangle Campus, the NWU Vaal Rugby Club’s first team recently won the Leopards Rugby Union’s senior division.

Nine players represented the Campus at provincial level. As of 2011, the Campus will compete under the banner of the Golden Lions Rugby Union.

The Campus’s women’s soccer team, the Thunderbirds, participates in the Sasol League, which is the highest league in which women’s teams can participate. The men’s soccer team participates in the Sedibeng League.

Six men’s cricket teams participate in the colours of the Vaal Triangle Campus in various leagues.
It pays to make the NWU your base camp

If we could do that for the Spanish team – imagine what we can do for you

- One of SA’s top sports universities – USSA A section champion in soccer, rugby, athletics, netball and karate; USSA B section champion in cricket.
- Fourth largest university of 23 institutions in the country, with second largest distance component.
- Focused research and innovation to benefit communities, with 116 National Research Foundation rated researchers and 36 South African patents of which 7 are also registered in the USA.
- Track record of delivering well-rounded students to meet the needs of industry, with 659 master’s degrees and 123 doctorates awarded in 2009.
- Academic powerhouse with an undergraduate pass rate of 83.6% in 2009.

North-West University: Team base camp of the Spanish soccer world champions

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